

AUG 2018  
- DEC 2021

## EDUCATION

### B.A. in Advertising

Concentration - Art Direction

Temple University (Philadelphia, PA)  
Klein College of Media and Communication

Graduated summa cum laude  
GPA: 3.94/4.0 cumulative

## UNIVERSITY ORGANIZATIONS & LEADERSHIP ROLES

### The Asian Student Association (ASA)

Member of the organization's Executive Board  
I **Multimedia & Technology Officer**

- Responsibilities included creating both digital and physical promotional material for all organization events, managing and leading general body meetings/other events
- Redesigned the ASA logo for graphic use on social media, merchandise, executive board jackets, and logo for the 10<sup>th</sup> year anniversary celebration
- Attended the East Coast Asian American Student Union (ECAASU) organization's annual conference in Pittsburgh, PA (2020)

### The Temple Advertising Club (TAC)

Member of the organization's Executive Board  
I **Art Director/Creative Officer**

- Responsibilities included creating promotional material and informational posts for social media, taking into account ways to address DEI in creative
- Attended an agency crawl where students learn insights about the marketing/advertising/creative departments from chosen agencies and businesses
- Designed the graphic image for TAC apparel merch

### "Postcards from Home"

Klein College of Media and Communications Advertising & Public Relation Department's 2021 Senior Showcase

I **Co-Art Director/Creative**

A semester-long promotional campaign created by the department committee's selected team of students to build the theme and materials for the annual career networking event for graduating senior students. Due to Covid-19 the Senior Showcase was transitioned into a website format rather than the previously accustomed in-person event.

[ web link : <https://diamondedgecomm.wixsite.com/website-2> ]

FA 2019  
- SP 2020

FA 2021

SP 2021

2018  
2021

2021

2021

FEB 2022  
- PRESENT

## AWARDS

### Low Klein College: Dean's List

(7 consecutive semesters) | A GPA of 3.84 or higher required

### Graphis Institute Competition's "2021 Graphis New Talent Annual"

Advertising Category | Silver Award for student work  
Project: "Break Free" for The North Face

"Graphis promotes exceptional design and art work of exceptional rising talent, up to 500 winning entries from each category are saved in an online archive."

— Graphis

### The American Advertising Federation's Competition "American Advertising Awards" (ADDY Awards)

Poster Campaign Category | Gold Award Winner in the Student Awards' District Two competition for student work  
Project: "Break Free" for The North Face

\*automatically advanced to the national competition

"Annually conducted by the AAF, the ADDY Awards are a three-tier national competition. Judges evaluate all creative dimensions of every entry - awarding those with the highest level of creative excellence." — AAF

## PROFESSIONAL EXPERIENCE

### Sales Supervisor | Michael Kors Outlet | Gettysburg, PA

Formerly a part-time Sales Associate (SA) for 2 years, promoted to a full-time management position

- Achieved the #1 top seller position in the store during the 2023 fiscal year (contributed 15% to the overall business)
- Coached the sales team on the brand's identity, product knowledge, experiential-sales tactics, & store operations
- Oversaw general business operations and employee productivity, analyzed store metrics to improve growth
- Directed store floorsets and re-merchandizing moves to suit the store's clientele and new product/color additions

## SKILLS & PROGRAM ABILITIES

**Skill Strengths:** Illustration, Branding, Graphic Media Assets, Concept Development, Guerrilla Marketing, Iconography

**Adobe Creative:** Illustrator, Photoshop, Lightroom, InDesign

**Google/Microsoft Application:** Word, Powerpoint, Excel, Drive

**Social Media:** Instagram, Snapchat, TikTok, Facebook, Twitter, Reddit, Pinterest